



Diversity in Small Businesses

We surveyed nearly 300 small businesses across Minnesota about their workforce diversity.

Here's what they told us.

Are small businesses diverse?

Six out of 10 Minnesota small businesses report that their workforce is diverse, according to their own definition of diversity.

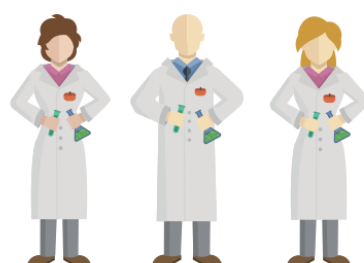


Did You Know?

- Most small businesses understand diversity as the **race/ethnicity, age, and/or gender** of their employees.
- Many also consider national origin, disability status, and sexual orientation.

What does diversity look like at small businesses?

For many small businesses, **race does not contribute** to the diversity of their workforce.

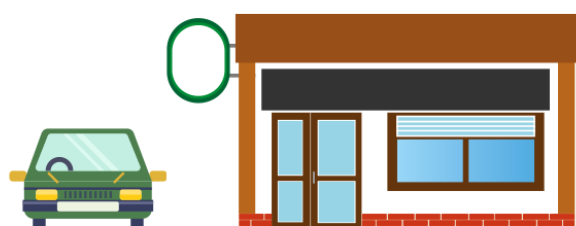


- Four in 10 small businesses report that everyone in their workforce identifies as white, non-Hispanic.
- Nearly half of these employers still said their workforce is diverse when considering age, gender, and other factors.

Are small businesses trying to increase diversity?

1 in 4

small businesses are actively seeking to increase their racial diversity.



Among small businesses with people of color already on staff, that figure jumps to nearly

1 in 2

